



Complete Comfort

September 15, 2020

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| <p>The National Stock Exchange of India Ltd. Listing Department Exchange Plaza, Bandra Kurla Complex, Bandra (East), <u>Mumbai – 400 051</u></p> <p>Company Symbol : ICIL</p> | <p>BSE Limited Department of Corporate Services Floor 25, Phiroze Jeejeebhoy Towers, Dalal Street, <u>Mumbai – 400 001</u></p> <p>Scrip Code No. : 521016</p> |
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Subject: Press Release - Indo Count Focus on Health, Wellness & Sustainability

Please find enclosed herewith a copy of Press Release dated September 15, 2020 titled "Indo Count Focus on Health, Wellness & Sustainability"

Kindly take the above on record.

Thanking you,

Yours faithfully,

For Indo Count Industries Limited

Amruta Avasare
Company Secretary
ACS No.: 18844



Encl.: A/a

Indo Count Industries Ltd

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Indo Count Industries Ltd

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Indo Count Focus on Health, Wellness & Sustainability

Mumbai, September 15, 2020: Indo Count Industries Ltd. has informed the stock exchange that the Company has reinforced the ability and agility to develop innovative products in sync with the market dynamics and customer's expectation. In this regard, the Company has made recent developments :

"Wholistic - Whole Health Sleep Better" Brand

The Company will unveil "Wholistic - Whole Health Sleep Better" brand which features innovations associated with cleaner living, keeping a hygienic home and fostering better sleep.

The said collection will use all-cotton fabrics and will include sheets, sleep pillows, mattress pads and down alternative comforters.

Partnership with "Archroma"

The company is also emphasizing sustainability and recently announced an exclusive partnership with Archroma in India for the Company's PureEarth collection featuring EarthColors, Archroma's line of patented, plant-based dyes.

The new agreement designates the Company as Archroma's exclusive partner for bedding and bath categories colored with EarthColors in India. The dyes are synthesized from non-edible waste by-products from the agriculture and herbal industries, such as nutshells, leaves and residues from plants such as beets and bitter oranges. They are fully traceable from raw material to point of sale. The high-performance dyes represent an advance over conventional petroleum-based solutions to provide a more sustainable manufacturing option with organic cotton.

The Company will be using EarthColors on organic cotton to create a fully sustainable offering.

Commenting on recent developments, Mr. K.R.Lalpuria, Executive Director & C.E.O said, *"With health & wellness becoming an important aspect for consumers, our recent innovation of Wholistic bedding will address this market. Also, the partnership with Archroma further solidifies our long term commitment towards sustainability, in turn creating truly beautiful organic products."*



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A BRIEF INSIGHT INTO INDO COUNT INDUSTRIES LIMITED

CIN: L72200PN1988PLC068972

Indo Count Industries Ltd (ICIL), is one of India's largest Home Textile manufacturer. Mr. Anil Kumar Jain, Executive Chairman, has been ranked 10th amongst the India's Best Top 100 CEO's 2017 by Business Today. Under his leadership, the Company has focused on some of the world's finest fashion, institutional and utility bedding & sheets and has built significant presence across the globe. Over the years, the Company has successfully carved out a niche for itself and has become a total bedding resource. The company's annual capacity is 90 million meters.

The Company's product comprises the following: -

- Bed Sheets: Flat sheet with top Hem, fitted sheet, pillow cases and duvets
- Fashion Bedding: Comforters, bed in bag, quilts and coverlets, decorative pillows, etc.
- Utility Bedding: mattress pads, protectors, comforters filled with fibre
- Institutional Linen: Caters to hotels, hospitals and others

The Company has launched 3 Brands namely, Heirlooms of India, ATLAS and Purity Home in the Fashion Bedding segment. The company has also launched a utility bedding Brand by the name of "Whole Comfort" in the Global markets

ICIL is one of the largest manufacturers and exporter of bed linen from India; amongst the top three bed sheet suppliers in USA and Tenth largest global home textiles supplier to USA. ICIL has a strong global clientele and exports to more than 54 countries. Major revenues are derived from USA, the Company's largest market; its other prominent markets comprise UK, Canada, Europe, MENA region and Australia etc. The Company enjoys long-term relationships with large global marquee retailers.

KOHL's, a large retailer in USA has awarded our Company for "Best Collaboration in Design & Product development".

JC Penney, another large retailer in USA has awarded our Company with a "Platinum Certification Status" for Sheets & Fashion bedding category.

CARE's credit rating is CARE A+ (Single A Plus; Outlook: Stable) for Company's Long-Term Bank Facilities and CARE A1 (Single A One) for Short Term Bank Facilities. ICRA credit rating is ICRA A+ (A plus) for Company's Long-Term Bank Facilities and ICRA A1 (A one) for Short Term Bank facilities with Outlook Stable.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking Statements to reflect actual results changed assumptions or other factors.

For further information, please contact:

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